



ANNUAL REPORT 2019



RECREATION

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The Recreation Department provides Wheaton Park District residents and nonresidents with a wide variety of programs, events, trips and services year-round. Individuals of all ages, abilities and interests are considered when developing programs with the goal of enriching the quality of life for our community.

This dynamic team of eleven full-time staff have over 130 years of combined service at the Wheaton Park District. The staff is always looking for innovative ways to advance the experience participants have when they engage in recreation. We love where we work and want you to love where you live!

VICKI BEYER CPRP, DIRECTOR OF RECREATION

DEB DITCHMAN, ENVIRONMENTAL EDUCATION SUPERVISOR

CRISTIN HANDLON CPRP, CREATIVE ARTS & VARIED INTEREST SUPERVISOR

LYN HAVELKA, EVENING COMMUNITY CENTER MANAGER

TERRA JOHNSON, LINCOLN MARSH PROGRAM MANAGER

MIKE KELLY, CHALLENGE COURSE SUPERVISOR

JAMIE MARTINSON CPRP, PRESCHOOL & CAMP MANAGER

RICK NAPIER, DAYTIME COMMUNITY CENTER MANAGER

MEGANN PANEK, MARY LUBKO CENTER MANAGER

SUE VASILEV, REGISTRATION MANAGER

MATTHEW WROBEL, ADULT EDUCATION & RECREATION SUPERVISOR

Let us help you discover new adventures,
reach your goals, increase your knowledge
and most of all, have fun doing it!

ABOUT THE RECREATION DEPARTMENT

The Wheaton Park District Recreation Department is comprised of nine business units which offer comprehensive year-round programs for all age groups and interests at a number of facilities throughout the Wheaton Park District.

VISION STATEMENT

We, the Recreation Department Team, commit to improving our programming reach, balance, and frequency of use in ways that benefit, encourage and promote lifelong leisure.

32,808
Participants

11 FULL
TIME
STAFF

WDSRA INCLUSION
SERVICES

40

FAMILIES SERVED

180 +
Part-Time &
Seasonal Staff

1,200+
volunteers

To aspire to provide programs, events and services that reach all age groups and interests and align with our vision, values and community feedback.

MISSION STATEMENT

- ADULT EDUCATION
- CAMPS
- COMMUNITY CENTER
- CREATIVE & PERFORMING ARTS
- LINCOLN MARSH ENVIRONMENTAL EDUCATION

- LINCOLN MARSH CHALLENGE COURSE
- MARY LUBKO CENTER
- PRESCHOOL & EARLY CHILDHOOD
- VARIED INTEREST

BENEFITS OF RECREATION

The Wheaton Park District Recreation Department offers a wide variety of programs, events and services that align with the National Recreation & Park Association's three pillars:

HEALTH & WELLNESS

- Provide opportunities for group, partner, and personal development
- Positively impact social, emotional, intellectual and physical well-being
- Expand knowledge, explore new interests and develop new hobbies



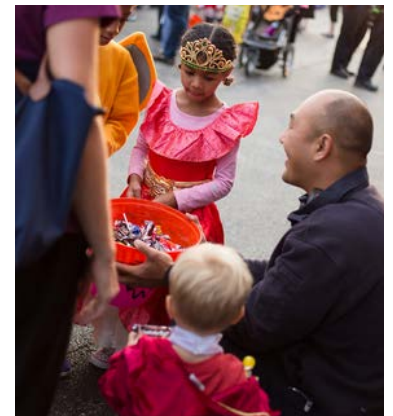
CONSERVATION

- Outdoor programs and activities furthers appreciation for the natural world
- Promote the "reduce, reuse & recycle" initiative
- Provide valuable community benefits including storm water storage, water quality improvement and wildlife habitat



SOCIAL EQUALITY

- Provide opportunities to interact cooperatively with people from diverse backgrounds and abilities
- Equal fun for everyone
- Promote community engagement by building self-esteem and establishing friendships



ACCOMPLISHMENTS

The Wheaton Park District Recreation Department strives to provide the community with the highest quality programs and services. 2019 highlights include:

Committee Involvement

- Staff serve on the Health and Wellness, Green Team, V.A.L.U.E.S, Holiday, Safety, Taste of Wheaton, Ice-A-Palooza, Play for All Foundation and Fourth of July committees.
- Ten staff are active members of 2016-2019 Strategic Plan Charters: Board, Partnership and Community Engagement, Program and Recreation Services, Greening Your Park District, & Internal Communication Excellence.

Certification & Accreditation

- Director of Recreation obtained CPRP (Certified Park & Recreation Professional) certification.

Professional Development

- Twelve staff completed year-long Leadership Academy- through Corporate Learning Institute.
- Three staff members were selected to be Leadership Academy Trainers.
- Director of Recreation and Creative Arts & Varied Interest Supervisor attended LERN conference.
- Creative Arts & Varied Interest Supervisor graduated from Year 2 of NRPA Revenue Development and Management School.
- Creative Arts & Varied Interest Supervised was selected as NRPA Revenue Development and Management School Extern.
- Environmental Education Supervisor and Adult Education & Recreation Supervisor completed Year 1 of NRPA Revenue Development and Management School.
- Conference attendance: Inspiring Nature Play, Midwest Early Childhood Symposium, Environmental Education Association of Illinois and National Association of Interpretation workshops, National Recreation & Park Association, Illinois Park & Recreation Association, Association of Challenge Course Technology Conference, Challenge Course Roundtable, Dupage County Environmental Summit.
- Additional trainings completed: PDRMA online, Cyber Security, VSI 3.1 Rec Trac.



ACCOMPLISHMENTS CONTINUED

Wheaton Park District Event Involvement

Staff members serve/play integral roles at the following district-wide community events

- Taste of Wheaton, July 4th parade entry coordination, Ice-A-Palooza – Children’s’ activity tent

Staff also assisted with the following district-wide community events

- Go Fly A Kite, Halloween Happening, Taste of Wheaton, Music Mondays, Brew Fest & Party for the Planet

Community Involvement

- Staff serve on the Friends of Marian Park Committee.
- 50 participants through Outreach Community Center in the Learn to Earn program volunteer on a service project at Lincoln Marsh in exchange for participation on Challenge Course.
- Adult Education and Recreation Supervisor serves as the President of the Kiwanis Club of Wheaton and Daytime Community Center Manager serves as Vice President of Kiwanis Club of Wheaton.
- Adult Education and Recreation Supervisor coordinated Kiwanis Club Peanut days with volunteers from the Recreation and Athletic Departments.
- Lincoln Marsh staff hosted Sensory Garden play dates.
- Staff volunteered and donated art to fundraise for and promote the Sensory Garden playground.
- Lincoln Marsh staff presented 3 outreach events with the Birth to 5 Community Coalition.
- Lincoln Marsh staff hosted nature play days with Baird & Warner.
- Adult Education & Recreation Supervisor organized the Kiwanis Club Pancake breakfast.
- Preschool and Camp Manager organized and implemented Week of the Young Child.
- Daytime Community Center Manager was appointed to the Play for All Foundation Board.

Other Achievements

- Mary Lubko Center Manager is a member of the IPRA Senior Committee and member of Active Adult Network.
- Creative Arts & Varied Interest Supervisor is a member of IPRA’s and Teen Committee, serving as Chairperson for IPRA Teen Battle of the Bands State Competition.
- Creative Arts & Varied Interest Supervisor is a member of IPRA’s Cultural Arts Committee.
- Adult Education & Recreation Supervisor is a member of the IPRA Special Event Section Committee.
- Adult Education & Recreation Supervisor graduated from the Wheaton Police Citizen Academy.



FINANCIAL OVERVIEW

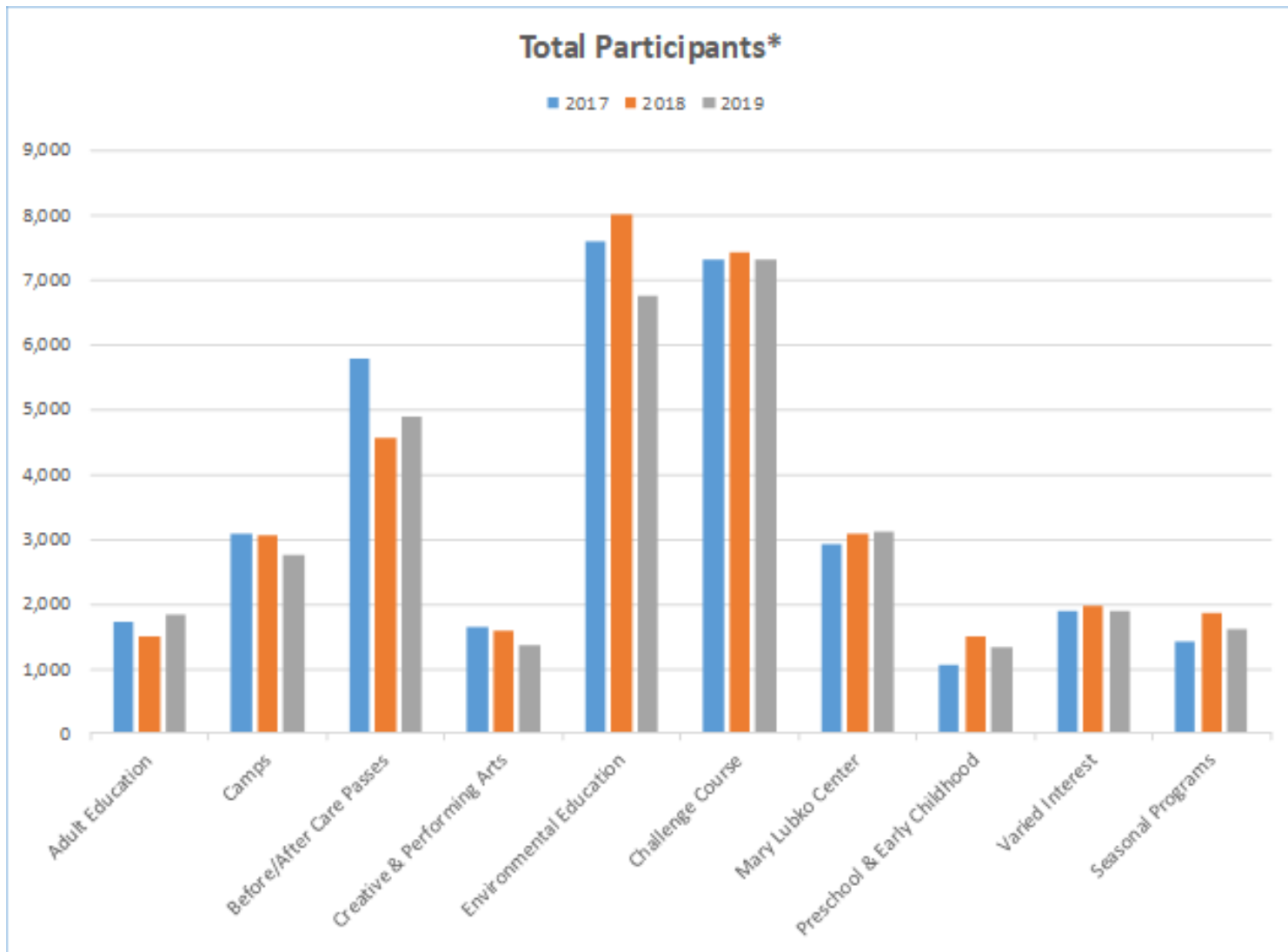
Program Net Profits		2017	2018	2019
Adult Education	Revenue	\$79,597	\$82,053	\$85,855
	Expenses	\$47,920	\$50,240	\$52,942
	Net Profit	\$31,677	\$31,813	\$32,913
Camps	Revenue	\$365,562	\$363,521	\$370,394
	Expenses	\$198,849	\$239,367	\$224,644
	Net Profit	\$166,713	\$124,154	\$145,750
Creative & Performing Arts	Revenue	\$140,350	\$131,215	\$133,897
	Expenses	\$81,768	\$78,353	\$75,352
	Net Profit	\$58,581	\$52,862	\$58,545
Environmental Education	Revenue	\$68,611	\$74,434	\$71,659
	Expenses	\$27,277	\$28,785	\$29,099
	Net Profit	\$41,335	\$45,649	\$42,560
Challenge Course	Revenue	\$116,795	\$110,534	\$99,520
	Expenses	\$55,269	\$48,858	\$49,025
	Net Profit	\$61,526	\$61,676	\$50,495
Mary Lubko Center	Revenue	\$280,423	\$239,823	\$239,509
	Expenses	\$265,860	\$233,711	\$230,626
	Net Profit	\$14,563	\$6,112	\$8,883
Preschool & Early Childhood	Revenue	\$283,885	\$313,822	\$322,458
	Expenses	\$159,380	\$194,186	\$195,503
	Net Profit	\$124,505	\$119,636	\$126,955
Varied Interest	Revenue	\$127,200	\$133,425	\$133,180
	Expenses	\$84,582	\$90,950	\$80,397
	Net Profit	\$42,618	\$42,474	\$52,784
Seasonal Programs	Revenue	\$11,342	\$12,024	\$12,101
	Expenses	\$8,489	\$7,705	\$7,936
	Net Profit	\$2,853	\$4,319	\$4,164
Total	Revenue	\$1,473,765	\$1,460,850	\$1,468,572
	Expenses	\$929,395	\$972,155	\$945,523
	Net Profit	\$544,371	\$488,696	\$523,049

Administrative & Facility Net Operating Costs		2017	2018	2019
Community Center	Revenue	\$65,100	\$59,486	\$53,996
	Expenses	\$547,903	\$562,007	\$544,511
	Net Operating Cost	(\$482,803)	(\$502,522)	(\$490,515)
Lincoln Marsh/Warming Shelter	Revenue	\$208	\$1,460	\$752
	Expenses	\$324,632	\$331,397	\$336,993
	Net Operating Cost	(\$324,424)	(\$329,937)	(\$336,241)
Mary Lubko Center	Revenue	\$7,925	\$7,925	\$4,300
	Expenses	\$130,510	\$144,230	\$133,948
	Net Operating Cost	(\$122,585)	(\$136,305)	(\$129,648)
Other Administrative Expenses*	Revenue	n/a	n/a	n/a
	Expenses	\$270,721	\$279,014	\$293,627
	Net Operating Cost	(\$270,721)	(\$279,014)	(\$293,627)
Total	Revenue	\$73,233	\$68,871	\$59,047
	Expenses	\$1,273,766	\$1,316,648	\$1,309,079
	Net Operating Cost	(\$1,200,533)	(\$1,247,777)	(\$1,250,031)

*Includes administrative expenses for Adult Education, Camps, Creative & Performing Arts, Preschool & Early Childhood, Varied Interest, Seasonal Programs, Director of Recreation. 2019 unaudited year-end figures.

PARTICIPATION STATISTICS

Total Participants*	2017	2018	2019
Adult Education	1,711	1,513	1,847
Camps	3,088	3,068	2,737
Before/After Care Passes	5,768	4,564	4,889
Creative & Performing Arts	1,646	1,577	1,356
Environmental Education	7,583	8,011	6,744
Challenge Course	7,302	7,427	7,306
Mary Lubko Center	2,915	3,074	3,124
Preschool & Early Childhood	1,060	1,505	1,326
Varied Interest	1,890	1,973	1,881
Seasonal Programs	1,404	1,865	1,598
Total	34,367	34,577	32,808



*Participation data should not be compared between different business units but only within a specific business unit to see how it has changed from year to year.

MARKETING & PROMOTIONS

The Recreation Department and Marketing Department worked closely together with one unified goal of promoting our programs, offerings, events and continuing to best serve our community. The marketing department helps support the recreation department by providing us a voice to the community and assuring our communication to the public is exceptional.

\$5,250+

sponsorship dollars
secured for recreation
programs & events

The Recreation Department's marketing efforts consist of our seasonal program guide, targeted marketing techniques via direct mail, e-blasts, social media outreach and print materials.

45+

dedicated e-blasts for
recreation programs

Specialized Marketing:

- Direct marketing e-blasts and flyers for full-day camp offerings.
- Adult Education specialized marketing flyers created and distributed for Pickleball programs.
- Promotion of grand opening of Nature Play Area, reaching over 5,000 people through social media and specialized marketing.
- Mary Lubko Center newly formatted newsletter was created and implemented in winter 2019.
- Flash sales in various business units resulting in a surge of enrollment and revenue.
- Camp Information Table hosted at the Community Center to market upcoming summer camp programs in-person.

Social Media/E-Blasts:

- 20+ social media posts.
- Facebook events for Mom/Son Bingo, Preschool Open House, Halloween Happening, Children's Playhouse, Camp Information Table and MLC concerts.
- Use of Lincoln Marsh Facebook page to promote programs and events, including two boosted Facebook posts which reached over 700 people.
- Utilization of social media platforms to share pictures from our events and programs. This offered a way to share photos to participants who were enrolled and also acted as a way to promote the programs for the future.
- Utilization of "live stories" on Facebook and Instagram to showcase actual live happenings at our events and programs.

Partnerships:

- Cooperative programming offered with Glen Ellyn, Winfield, Lombard, Bloomingdale, Warrenville and Carol Stream Park District to increase registration and program offerings.
- Partnerships with local government agencies including CUSD 200, Wheaton Fire Department, Wheaton Police Department and Wheaton Public Library.
- 29th consecutive year partnered with Wheaton Kiwanis Club for annual Fish-O-Rama program.
- Lincoln Marsh partnership with Church of the Resurrection and Corporate Learning Institute.
- Maintained partnerships with the local businesses downtown Wheaton- Suburban Music, Sipping Muse and Kilwins of Wheaton.
- Lincoln Marsh unique partnership with Kendra Shultz & Caitlyn Spencer of Baird & Warner Real Estate to offer free sensory hikes/pumpkin program for their clients.
- Mary Lubko Center partnered with DuPage Senior Services to offer Matter of Balance class.

MARKETING PIECES



Registration now open!

SUMMER CAMP

Choose your own adventure

Animals
Nature Team Adventure
Camper's Favorite
Safety City



TOOHEY PARK

Early Childhood Classes | Winter 2019

TINY TOTS 1
Starry, starry, stars, stars, and simple words with your teacher.
Instructor: Mia Tice

Age	Dates	Day	Time
2	9/30-10/7	F	9:00-9:30A

TINY TOTS 2
A continuation of the popular Tiny Tots class. Starts, stars, and simple words for 40 minutes of fun for children and their parent or guardian.
Instructor: Mia Tice

Age	Dates	Day	Time
2	9/30-10/7	F	9:30-10:00A

TOTNY TOTS
Games, stories and crafts designed for the independent 2 year old.
Instructor: Mia Tice & Mia Tice

Age	Dates	Day	Time
2	9/30-10/7	F	10:00-10:30A

TWO'S GO TO SCHOOL
Two fun hours of play with games and stories.
Instructor: Mia Tice

FRIENDS AND FUN AT TOOHEY
Story games, crafts, stories and games in this hour class.
Children should bring a small snack and drink.
Instructor: Mia Tice & Mia Tice

Age	Dates	Day	Time
2	9/30-10/7	F	10:30-11:00A

AFTERNOON ADVENTURES
The time is back for more fun with three hours of crafts, stories, games, and play. Children should bring a snack and drink.
Instructor: Mia Tice & Mia Tice

Age	Dates	Day	Time
2	9/30-10/7	F	11:00-11:30A

EXPLORE MORE MONDAYS
Stories and games.
Instructor: Mia Tice

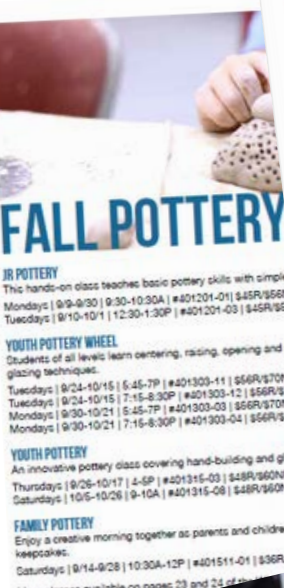
Age	Dates	Day	Time
2	9/30-10/7	F	11:30-12:00P



SUMMER 2019

THE MLC NEWS

Four women smiling in front of a colorful abstract painting.



FALL POTTERY

JR POTTERY
This hands-on class teaches basic pottery skills with simple glazing techniques.
Mondays | 9/24-10/1 | 9:30-10:30A | #401201-01 | \$45R/\$65NR
Tuesdays | 9/10-10/1 | 12:30-1:30P | #401201-03 | \$45R/\$65NR

YOUTH POTTERY WHEEL
Students of all levels learn centering, raising, opening and pull glazing techniques.
Tuesdays | 9/24-10/16 | 5:45-7P | #401303-11 | \$66R/\$70NR
Wednesdays | 9/24-10/16 | 7:15-8:30P | #401303-12 | \$66R/\$70NR
Mondays | 9/30-10/21 | 5:45-7P | #401303-03 | \$66R/\$70NR
Mondays | 9/30-10/21 | 7:15-8:30P | #401303-04 | \$66R/\$70NR

YOUTH POTTERY
An innovative pottery class covering hand-building and glazing.
Thursdays | 9/26-10/17 | 4-6P | #401316-03 | \$48R/\$60NR
Saturdays | 10/5-10/26 | 9-10A | #401316-08 | \$48R/\$60NR

FAMILY POTTERY
Enjoy a creative morning together as parents and children build keepcakes.
Saturdays | 9/14-9/28 | 10:30A-12P | #401511-01 | \$36R/\$45NR
More classes available on pages 23 and 24 of the newsletter.



PICKLEBALL FREE BEGINNERS CLASS

Are you interested in pickleball but not sure if it's for you? Get a feel for this fast-growing sport with our free introduction class! Pickleball combines badminton, ping-pong, and tennis, and after this class you'll walk away knowing the rules and basic movements that will have you loving the sport in no time. Balls and paddles are provided but with a limited number available.

For more information, please contact Matthew Wrobel, Adult Education & Recreation Supervisor, at mwrobel@wheatonpark.com

Location: Community Center Gym
Age: 17 & over
Date: 12/12
Day: Th
Time: 6:30-7:30P

Fee: FREE
Class #: #423141-01



Be Your Best Self!

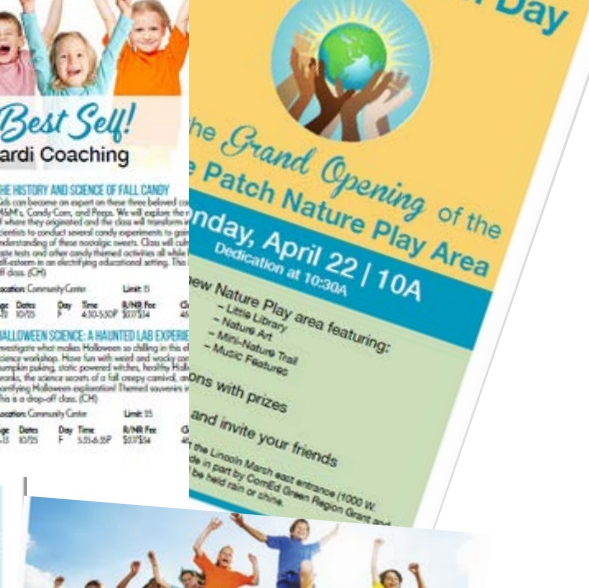
with Lisa Lombardi Coaching

EASTERN AND LEADERSHIP?
Kids can become an expert on these three beloved M&M's, Candy Corn, and Peeps. We will explore the science behind them and the class will transform into scientists to conduct several candy experiments to gain understanding of these nostalgic sweets. Class will culminate with an other equally fun activity all while still in an exciting educational setting. This off class. (CH)

HALLOWEEN SCIENCE: A HAUNTED LAB EXPERIMENT
Investigate what makes Halloween so chilling in this science workshop. Have fun with weird and wacky pop science, static powered whisks, healthy Halloween science, the science secrets of a fall energy carnival, and unraveling Halloween's mysterious Halloween science secrets. This is a drop-off class. (CH)

Age	Dates	Day	Time	R/N/F Fee	Class #
5-12	10/25	F	4:30-5:30P	\$17/\$24	465230-01

Location: Community Center
Age: 5-12
Date: 10/25
Day: F
Time: 4:30-5:30P
R/N/F Fee: \$17/\$24
Class #: 465230-01



Celebrate Earth Day

the Grand Opening of the
Patch Nature Play Area

Monday, April 22 | 10A
Dedication at 10:30A

New Nature Play area featuring:
- Little Library
- Nature Art
- Mini-Nature Trail
- Sensory Features

and prizes
on with prizes

at the Lincoln March east entrance (1000 W. 10th St.) in part by Corned Green Region Grant and held rain or shine.



TAKE THE CHALLENGE

Happy New Year!

Wishing you a wonderful 2019!

Customer Appreciation Sale
Roll Back to 2018 Rates!



Children's Playhouse presents

Disney FROZEN JR.

Music and Lyrics by KRISTEN ANDERSON-LOPEZ & ROBERT LOPEZ
Book by JENNIFER LEE
Based on the Disney film written by JENNIFER LEE and directed by CHRIS BUCK & JENNIFER LEE
The original Broadway production of Frozen was directed by MICHAEL GRANDAGE and produced by DISNEY THEATRICAL PRODUCTIONS

Performances
Friday, November 15 | 7P
Saturday, November 16 | 2P

Tickets go on sale November 1

Prices
\$6 November 1-14 | \$8 November 15-16

wheatonparkdistrict.com



SPRING INTO A NEW PROGRAM!

PARENT/CHILD, PRINCESS & PIRATES TREASURE HUNT
Join Clay City for a treasure hunt to reveal secrets with fun activities to discover facts and take home! Decorate your treasure boxes with water, earth, and air. Make a pirate hat and treasure map, and design a beautiful pirate ship. (CH)

Age	Dates	Day	Time	R/N/F Fee	Class #
3-5	4/20	F	9:30-10:30A	\$10/\$12	202620-01

Location: Community Center
Age: 3-5
Date: 4/20
Day: F
Time: 9:30-10:30A
R/N/F Fee: \$10/\$12
Class #: 202620-01

MOTHER/DAUGHTER BESTIE BLING
Celebrate Mother's Day with your mother and daughter with a fun and creative activity. Each person decorates their own necklace for Mother's Day. Materials provided. Have a memory to put in your home and always remember your mother's love! (CH)

Age	Dates	Day	Time	R/N/F Fee	Class #
5-12	5/10	F	9:30-10:30A	\$10/\$12	202620-01

Location: Community Center
Age: 5-12
Date: 5/10
Day: F
Time: 9:30-10:30A
R/N/F Fee: \$10/\$12
Class #: 202620-01

SWEET P DOLL STUDIO: PARS RAINCOATS
This is a fun class where you will make a raincoat and hat to protect you from the rain. Materials provided. Have a memory to put in your home and always remember your mother's love! (CH)

Age	Dates	Day	Time	R/N/F Fee	Class #
4-12	4/20	F	10:30-11:30A	\$10/\$12	202620-01

Location: Community Center
Age: 4-12
Date: 4/20
Day: F
Time: 10:30-11:30A
R/N/F Fee: \$10/\$12
Class #: 202620-01

BABYSITTING FOR SUCCESS
This class will give you and your child the skills and knowledge to be a successful babysitter. Topics include: child development, emergency management and first aid. There is also a DVD demonstration and special activities. (CH)

Age	Dates	Day	Time	R/N/F Fee	Class #
9-12	4/21	Sa	9:30A-12:30P	\$10/\$12	202620-01

Location: Community Center
Age: 9-12
Date: 4/21
Day: Sa
Time: 9:30A-12:30P
R/N/F Fee: \$10/\$12
Class #: 202620-01

SPECIAL EVENTS

Each year the Wheaton Park District Recreation Department hosts several events. Below are some highlights from 2019:

DADDY/DAUGHTER PRINCESS BALL | FEBRUARY 22



Dads and daughters make special memories at the ball while enjoying great music, dancing, sundae bar, and a surprise guest visit! Commemorative photos are taken during the first hour.

Community Center | Target age: 4-10 with dad

**178
ATTENDEES**

WEEK OF THE YOUNG CHILD | APRIL 15-19



A nationally recognized week celebrating the young children in our lives!

Engage your child in free classes and programs, special events and more!

Throughout Wheaton Park District facilities | Target Age: Children 8 and under

**450+
ATTENDEES**

FISH-O-RAMA | JUNE 15



A fishing contest event partnered with the Wheaton Kiwanis Club. Prizes awarded for 1st, 2nd, and 3rd place for most and largest fish. The free annual event brings families out to spend time outdoors together.

Northside Park | Target age: 15 and under with families

**313
ATTENDEES**

HALLOWEEN HAPPENING | OCTOBER 18



Whip up a great costume, bring your friends, and come out for a super fun time! Carnival games, Airbrush tattoo artist, Costume parade, "Trunk-or-Treat", "Trick-or-Treat Trail", concessions, and strolling magic!

NEW in 2019 – Memorial Room Family Fun Center with Preschool crafts/sensory tables, Halloween themed games, "It's Bat-tastic" provided by Lincoln Marsh, Kidz Kingdom craft, pumpkin bounce house, Slime Lab, and "Make Your Own Spooky Mix" station.

Community Center | Target age: All ages

**1,000+
ATTENDEES**

**55
WRISTBANDS
SOLD**

SPECIAL EVENTS CONTINUED

MOTHER SON BINGO | NOVEMBER 1



Mothers and sons play bingo, enjoy pizza and treats, and have a chance to win prizes!

Community Center | Target age: 4-10 with mom

98
ATTENDEES

PIZZA WITH SANTA | DECEMBER 6



Meet Santa himself! Enjoy pizza, crafts and story time!

Community Center | Target age: All ages

100
ATTENDEES

SILVERTONES CHORUS PERFORMANCES



The Silvertones Chorus is a group of 50 passionate and dedicated singers over the age of 55.

They perform two large concerts and a dozen outreach shows every year.

Spring concert: May 18 | Holiday concert: December 7

Mary Lubko Center | Target age: All ages

365
ATTENDEES

BEYOND GLEE PERFORMANCES



Beyond Glee is a talented adult chorus with 30 singers. They perform two large community concerts and four outreach shows a year.

Spring concert: May 19 | Holiday concert: December 14

Mary Lubko Center | Target age: All ages

325
ATTENDEES

ADULT EDUCATION

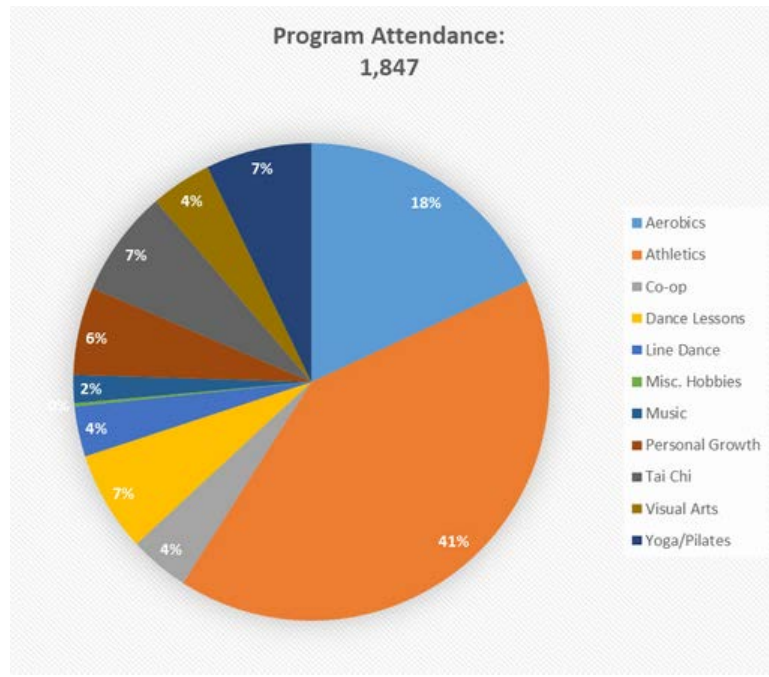
Adult Education was created in April 2000 and replaced the adult education program formerly offered by School District 200 (CUSD 200). Starting in 2007, a more narrow approach to program offerings resulted in a higher run rate.

TRENDS

- Flexible times of program offerings
- Expansion of Pickleball instructional classes and drop-in play
- Personal growth and music

CHALLENGES

- Finding/retaining qualified instructors
- Development of programs that are currently in trend around the nation
- Competition with internal programming space
- Mindset of residents when it comes to progressive programming



MOVING FORWARD

- Continue to offer quality programming
- Introduction of day trips
 - Chicago Cubs games
- Partnered with LERN/UGotClass to offer online programs in 2020
- Working with the competition in the surrounding area to offer cooperative programming
- Life sports
 - Sport programs and clubs that individuals can participate well into their later years

CAMPS

The Wheaton Park District summer camp programs thrive in the Wheaton community. We offer a variety of camps including six that are American Camp Association Accredited Camps. Camp locations and time frames vary - camps are held at the Community Center, Toohey Park, Rathje Park, Northside Park and the Central Athletic Complex. We strive to assure our camp programs are fun, safe, affordable and flexible.

TRENDS

- Wide variety of program offerings that make the Wheaton Park District an ideal option for campers who want new activities
- Flexible registration options

CHALLENGES

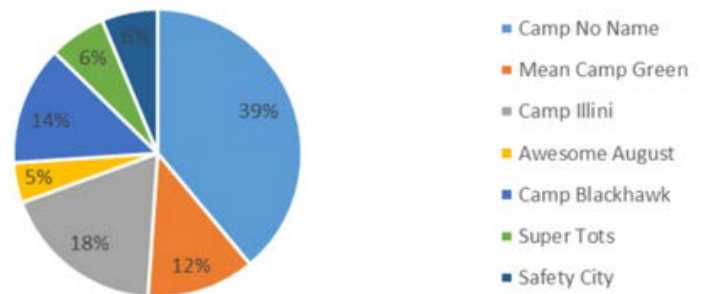
- Outside competition of surrounding districts. We must remain competitive in our pricing and flexible options to assure we retain our customers.
- Hiring quality seasonal staff is also a challenge that is experienced by all departments of the district during summer months.



Program Attendance:

2,737

*4,889 Before/After Care Passes



MOVING FORWARD



- Continue to offer the best quality summer camp options for the residents of Wheaton
- Stay creative with our field trips, programs, contractual offerings, etc. to assure we are providing new and fun experiences for our campers
- Seek re-accreditation through ACA by completing necessary paperwork and successful site visit in the summer of 2020
- Maintain current camp payment plan offering 25% due at time of registration, followed by three additional 25% payments on June 1, July 1 and August 1

COMMUNITY CENTER

The Wheaton Park District Community Center is a 122,000 square foot recreation center located at 1777 S. Blanchard St. in Wheaton, IL. The Community Center houses Parks Plus Fitness Center, a 7,500 square foot fitness center, Kidz Kingdom Child Care, several meeting/specialty rooms and a new indoor track with improved surfacing and wider two lane format. Community Center frontline personnel happily assist patrons with activity registrations, purchasing passes and memberships, processing photo ID's and much more.



VISION STATEMENT

The Community Center is committed to meeting or exceeding facility expectations by providing fast, friendly and helpful service. We exist to promote a strong sense of community by ensuring the Community Center is available to and used by individuals, groups and organizations.

MISSION STATEMENT

To provide a safe, inviting and well-maintained facility that meets the recreational, educational and social needs of the residents and user groups.

FACILITY INFORMATION AND TRENDS

- 65.38% of online activity registration
- 1,420 program sessions offered
- \$1,123,028.63 Community Center program revenue
- 2,951 Pool Passes sold at service desk
- 8,658 activity registrations processed at service desk

LEISURESHIP PROGRAM

The Wheaton Park District Leisureship Program was established to help provide recreation programs and facilities to all Wheaton Park District residents, regardless of economic situation. The Wheaton Park District provides free or reduced program/facility fees for qualified residents.

- 75 Families served
- \$20,445.70 Fee assistance provided
- \$1,253.50 Fundraising efforts



MOVING FORWARD

- Rec Trac software migration

CREATIVE & PERFORMING ARTS

The Wheaton Park District Cultural Arts programs have goals to provide high-quality classes in a non-competitive environment. Participants are encouraged to become technically proficient in their craft and at the same time build self-esteem, cooperation, leadership skills and have fun! We offer unique opportunities, such as Pottery, that are not offered in the surrounding areas due to lack of supplies and equipment. These programs provide the participants with mental, physical and even emotional benefits.

TRENDS

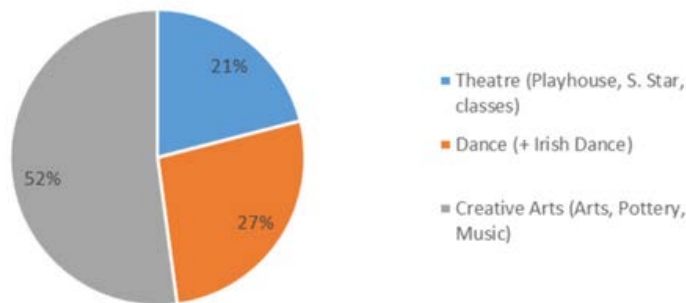
- 88 Pottery programs offered. 7 Pottery Parties.
- Children's Playhouse continues to utilize more modern and recognizable scripts that draws in the participants and audience members. 2019 titles were: Disney's Aladdin Jr and Disney's Frozen Jr.
- 80+ total cast members between two full-scale theatre productions.
- 123 dancers participated in the 2019 Spring Dance Recital.



CHALLENGES

- Targeting the older age group for dance lessons and theatre programming. Often, they start with us at an early age. For dance, as early as 2 years old or part of a Parent/Tot class and stay until they are 5 or 6...eventually moving on to a private dance studio. For Theatre, around 7 years old and stay until they go to High School or just before (age 11-12)
- Limited Dance Staff resulting in reduced offerings
- The cost of Missoula Children's Theatre continues to rise resulting in the program ultimately being cancelled. This resulted in a participant/revenue drop in the 202 area.

Program Attendance:
1,356



MOVING FORWARD



- Changes to dance program including obtaining new instructors and restructuring of class offerings
- Children's Playhouse fundraising ideas continue to assist in building a library of costumes and set pieces to enhance our productions and offset the cost of the play wrights.
- New seasonal Pottery workshops will be introduced such as Mother's Day Workshop and Father's Day Workshop.

LINCOLN MARSH

Lincoln Marsh Natural Area is 151 acres comprised of woodlands, marshes and prairies which are highly valued for recreation, education and environmental reasons. There are two business units serving patrons at the Lincoln Marsh: Environmental Education and Challenge Course.



MISSION

To increase awareness and appreciation for our connections to the earth and to each other through educational and social experiences in a healthy ecosystem.

Environmental Education

Hands-on activities promote interaction with and appreciation of the natural world through discovery and exploration.

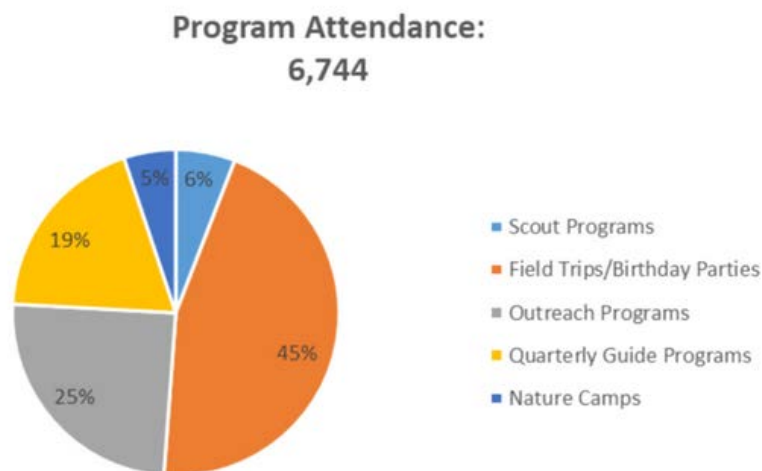
TRENDS

- Overall Participation in summer camp programs was up 13% from the previous year, with the largest increase in Little Explorer's camp.
- Broadening the reach of environmental education by continuing to offer cooperative programs within the Park District including but not limited to Wide Horizons preschool, summer camps and No Schoolapalooza.
- Continuing to expand Birthday Party options to now include popular themes like dinosaurs and fairy houses, which were successfully introduced in 2019.



CHALLENGES

- Majority of environmental education outreach programs are within District 200; expanding outside of local schools has had limited success.
- The logistics of bussing and school budgets within school districts is reducing participation in field trip programs.



MOVING FORWARD



- Create Nature Art badge programs for all levels of girl scouts and market to current and past troops.
- Send an Eblast to promote Outdoor Adventure options to school age camp groups; include canoeing, geocaching and possibly add fishing and the Clue (orienteering) game.
- Continue to expand Camp Wild Explorers to include a new Teaming with Nature theme.
- Use direct marketing to increase awareness of outreach opportunities available to elementary schools.

LINCOLN MARSH

Challenge Course

Experience the dynamics of teamwork, problem solving, leadership, trust and support through a series of experimental activities. The Northside Park Warming Shelter also falls under this business unit.

TRENDS

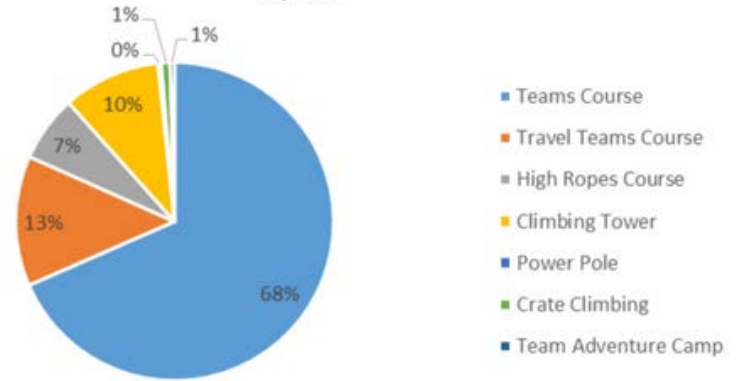
- The vast majority of Challenge Course programs are those requested by outside groups. In 2019, 75% of clients were returning customers. The majority of new customers were referred through word-of-mouth.
- The overall level of satisfaction with all programs was extremely positive with an average rating of 4.8 of 5.
- Team Adventure Camp participation has increased with 4 sessions of camp offered.



CHALLENGES

- Not reaching residents for requested programs, 90% of the Youth/Family programs are non-residents.
- Quarterly program guide accounts for less than 1% of program totals.

Program Attendance:
7,306



MOVING FORWARD

- Implement the third year of three-year Challenge Course improvement plan.
- Research and develop a Brownie Climbing adventure badge program.
- Continue unique marketing efforts to increase quarterly program guide programs.
- To increase the Challenge Course presence on Lincoln Marsh Facebook page.
- Improve the program reach for resident youth/family to increase participation.



MARY LUBKO CENTER

The Mary Lubko Center (MLC) sees and respects the older adult as a whole person, one with a story to tell of a life lived and with an active second act to come. The MLC is well respected in the community for addressing the issues of aging as well as providing a variety of programs for this population. Every year, more than 3,000 older adults age 50+ from a variety of backgrounds, with differing needs, abilities and interests come to the MLC for a sense of community and so much more. They continue lifelong learning, discover new opportunities for social interaction and engage in a multitude of activities to keep their minds sharp, bodies healthy and spirits soaring.

The MLC offers diverse programming, ranging from special events, day trips, community service lectures, extended travel (including overseas), sports leagues, drop-in games, two choirs, a dance troop and a variety of all-level fitness classes. People choose to come for activities at the MLC to try new things, get involved in their community, stay active in sports and exercise, laugh more and make friends for life.

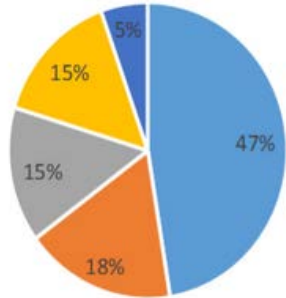
TRENDS

- **Day Trips** - Participants love the ease and adventure of the day trip program. They receive the highest form of customer service from the moment they step on our motor coach to the moment they return home. Theatre and cultural exploration are popular among patrons. There were 28 trips offered in 2019, attendance averaged 39 patrons on each trip.
- **Extended Travel** - The extended travel program is booming as we continue to offer high-quality tours from Mayflower Cruises and Tours. The MLC reached the highest sales level in 2019 with Mayflower, the Admirals Circle, which signifies we sold over \$300,000 in extended trips. We earned over \$20,000 in commission from Mayflower in 2019.
- **Cycling** - Our Pedal Pushers biking group has over 140 members and has been consistently growing over the past several years. This group offers biking excursions all over Chicagoland as well as a few overnight trips.



Program Attendance:
3,124

* Total would rise to 4,905 if drop-in included



■ Day Trips ■ Special Events ■ Education ■ Fitness/Dance ■ Music

CHALLENGES

- Seniors are a target audience for many organizations as they have the time and funds to dedicate to programming, events and travel. The Mary Lubko Center faces competition from housing communities, surrounding Park Districts, local banks, the YMCA and more. We are working to see if we can partner with these organizations to expand both of our offerings.

MOVING FORWARD



In 2019, the MLC has brought on an additional extended travel partner. Collette Tours will be offering multiple travel options starting with Tuscany in the summer of 2020. The MLC is also exploring the addition of more special events taking place at the Mary Lubko Center and local housing communities.

PRESCHOOL & EARLY CHILDHOOD

Wide Horizons preschool is a play-based preschool program which has been a staple in our community since the 1970's. The preschool program provides our youngest residents a safe and welcoming learning environment, focused on building confidence, kindergarten readiness and social and emotional development. Toohy Park hosts a variety of early childhood classes for ages 1-6. These classes focus on "learning through play" and work to build socialization skills, cooperative play skills and fine and gross motor development. Safety City, a miniature downtown Wheaton, complete with buildings, sidewalks and traffic signals provides children a unique opportunity to learning all things safety! Our early childhood special interest programs allow participants the opportunity to experience music classes, cooking programs, early childhood athletics, birthday parties, special events, arts & crafts and more!

TRENDS

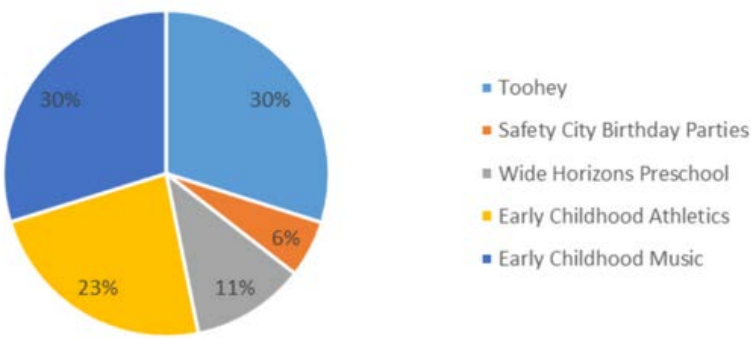
- Families are always looking for additional activities to supplement their child's week.
- Assure our classes are offered at the most appropriate time and price to make it easier on the families to sign up for multiple programs.
- Parents like to build their child's week based on their child's own special interests and schedule.



CHALLENGES

- Wheaton boasts many opportunities for preschools and early childhood programming and it is our goal to stay competitive and current with trends in regards to all classes that we offer for this age group.

Program Attendance:
1,326



MOVING FORWARD



- Continue to add value to the current classes through special events, special visitors, field trips, etc.
- Strive to continuously offer the popular, as well as the new, early childhood programming to stay current with trends in the market.
- Continue to allow our current families the opportunity to register during "priority registration" prior to resident registration date.
- Maintain affordable registration options, with only \$50 enrollment fee to hold your space and monthly payment options.

VARIED INTEREST

Varied interest programs offered through the Wheaton Park District include day, evening, weekend, camp, individual, parent-child, family, special events, parties and workshop opportunities, computer classes, horsemanship, volunteerism, babysitting, magic, technology, science, trips, teens, foreign language, fencing and more. Classes are held at the Community Center, Central Athletic Complex, contractual satellite locations and cooperative Park District partnership facilities.

Many households consider Varied Interest programs as additional expenses. In difficult economic times, fewer families have money set aside for "additional expenses." It is our goal to continue to provide fun and educational programs at an affordable price.

TRENDS

- St. Francis High School returned to the Community Center for their Safe Celebration event, serving over 100 students and 100+ parent volunteers.
- Camp I Don't Know enrollment was up from 364 participants in 2018 to 389 participants in 2019.
- Private Music lessons are becoming more popular as we are seeing more adults opting for this opportunity resulting in the expansion of Private Voice Lessons and continued expansion of Private Guitar Lessons.
- New Varied Interest programming offered: partnering with Revolution Skate Studio, Kids Science Labs and a Mindfulness for Children certified instructor.
- Ninth successful Summer Babysitting's Showcase which incorporates safe practices, CPR and First Aid Training and activity planning for teens.



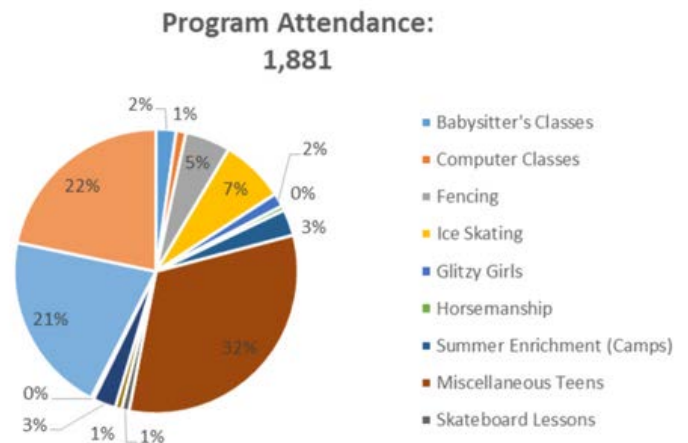
MOVING FORWARD



- Addition of Contractual options for Zone Birthday Parties such as Slime, Magic and Glitzy Girls to provide more choices.
- Increase cooperative opportunities for General Interest and Teen programming with additional surrounding Park Districts.
- Revise outlines and curriculum for a Counselor in Training program. The camp did not run in 2019, so it will be re-introduced in the Summer of 2020 with a revised structure.
- With the assistance of the Program and Recreation Services Charter, research underutilized spaces to try to increase programming options for teens and tweens.
- Continue trying new programs and trends for youth and teens based on pop culture and interests. Some ideas are Mini-Golf Camp/Group, Gaming Tournaments and Teen Outreach.

CHALLENGES

- Targeting the interest of the Teens, ages 11-14, is difficult as more teens are becoming "latchkey kids" and choosing to stay home instead of attend day camps.
- Trying new programming is often risky, however, we continue to reach out to specialists and experts in the community to offer a wide range of varied interest programs.
- Cool Science Programs were discontinued and replaced with Kids Science Labs in Rice Square, Wheaton. They hold classes at a satellite location and the fee is a bit more than Cool Science, which has been an adjustment.



TESTIMONIALS

"Great Program! I am sure we will return next year. Great for Social Emotional Learning!" - Challenge Course Participant

"This was a great and fun program for our 2nd grade Brownies. They really enjoyed the discover of the letterboxes and figuring out the clues to lead them to the next box."

- Environmental Education Participant

"We want to RAVE about Nick Schumacher of Roc Solid Obedience. We took his intro class and he is AMAZING!!! He is direct, kind, thoughtful and just wonderful!"

- People Training Dogs participants

"It's a great way to go to a ballgame! No driving or parking, and everyone from the Park District is always helpful and pleasant."

- Chicago Cubs vs Milwaukee Brewers Trip Participant

"The little dancers are so adorable! And I love the snappy tappers and adult groups."

- Dance Recital parent

"This is one of the months I look forward to every year!!! Thank you for organizing. My girls love and talk about it for MONTHS!"

- Daddy Daughter Princess Ball Participant

"We loved that the whole family could participate." - Family Pottery Participant

"Such a great program!!! We loved it and look forward to it next year. Teachers were all so great."

- Super Tot Parent

"Flexibility of content of each course to tailor to my learning pace and interests. Instructor was also very easy and fun to work with."

- Private Guitar Lesson Participant

"It was my son's first year at camp and he had lots of fun and enjoyed it tremendously! Thanks to everyone!" - Camp No Name Parent

"My daughter loved preschool at Wide Horizons and I feel like she is so well prepared for kindergarten."

- Wide Horizons Parent

"What a lovely venue for a program! I love that it is held in a historic structure - a former coach house. The interior is lovely and the staff are super kind. They do a great job of coordinating programs and events for attendees." - Mary Lubko Facility User

"My daughter has loved the program and all of her teachers. They are so friendly and enthusiastic! The content and family involvement is excellent!"

- Wide Horizons Parent

"The teachers are amazing. They really helped my daughter feel comfortable and have fun at the same time." - Toohey Park Parent



RECREATION